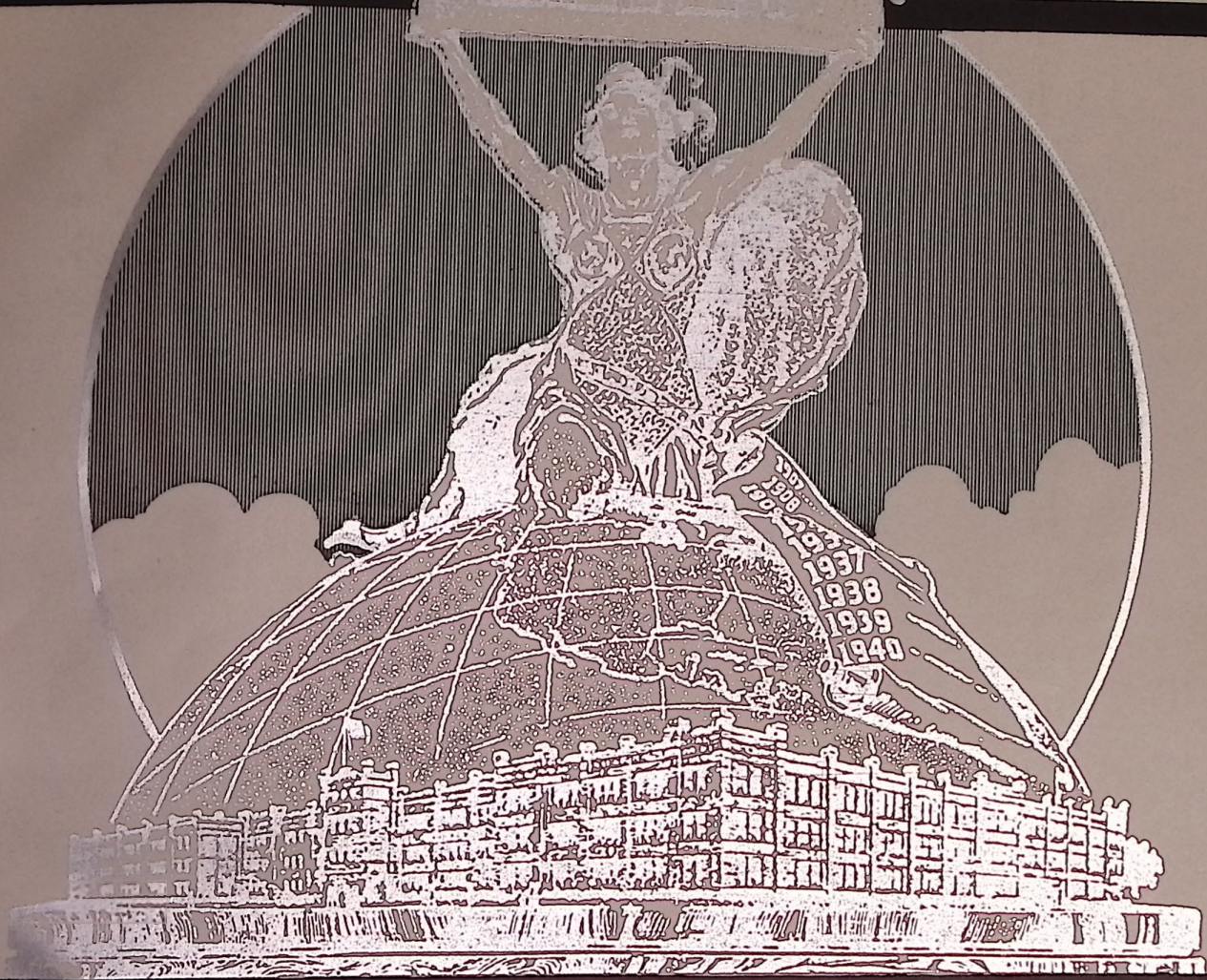


THE REVIEW

Vol. XXXV—No. 3

December 26, 1940



1941-- A Guaranteed Year!--1941

**Sales Will Be Fun in '41
With the Great '42 Line**

THE FINEST THING IN BUSINESS

Is to have the confidence of your
customers . . . to know that *they*
know *they* will receive all that you
promise them in the way of quality
and service . . . and in many cases . . .
a little bit more!

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, DECEMBER 26, 1940

No. 3

We Ourselves the Better Serve by Serving Others Best

We are on the eve of opening day of the 1941 Selling Season. Over a period of 34 years we have rendered a service which has built for us a strong reputation for integrity, for quality, for fair-dealing, for being the most progressive house in the business.

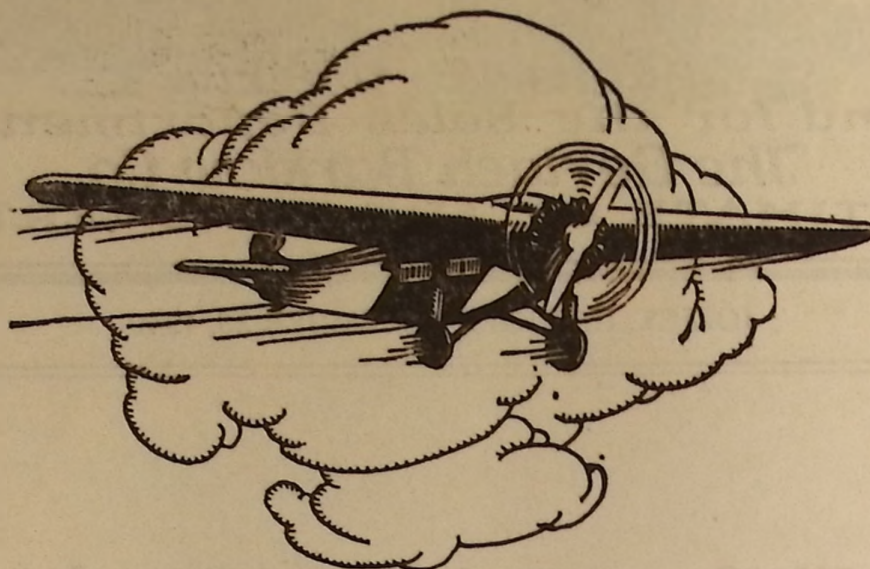
Let us here and now highly resolve that throughout the wonderful year that lies ahead we will acquit ourselves as men; let us keep alive in our breasts that spark of celestial fire which was kindled at the Conventions; let us live up to the hopes and expectations of those who love and trust us.

And let us keep in mind that the business men and women who are our customers and our potential customers, are human beings just as you and I; that they have their trials, their joys, their sorrows, and their triumphs. Let us make a real effort to help these men and women by rendering to them a service which is just a little better, a little more human, a little more real, than they have ever known before.

If we will all do this, we will then realize the truth of that slogan which has carried us to victory so many times—"WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST."

I wish for each of you and those whose happiness is in your keeping, a year of health, happiness and prosperity, a year in which you will realize the fondest ambitions of your lives.

E. Mackey



SPEED IS HIGHLY ESSENTIAL IN GETTING THE GOOD NEWS FROM THE FIRING LINE EVERY DAY DURING THE EARLY WEEKS OF THE NEW SELLING SEASON THAT IS WHY WE ARE EXPECTING EVERY SALESMAN TO SEND US WIRE REPORTS EVERY NIGHT OF THE DATES SPECIFIED IN THE FOLLOWING SCHEDULE:

FIRST WEEK

Thursday, December 26
Friday, December 27
Saturday, December 28

SECOND WEEK

Tuesday, December 31
Thursday, January 2
Saturday, January 4

THIRD WEEK

Wednesday, January 8
Saturday, January 11

FOURTH WEEK

Wednesday, January 15
Saturday, January 18

Wires should cover volume, number of orders, subjects sold, and any other comments that will add to their interest and helpfulness. The enclosed pad of dated wire blanks will make it easy for you to cooperate. All you have to do is fill them in and then file with the telegraph company as a collect night letter. The present night letter rate allows for 25 words at minimum cost. Use all 25 words—more if needed.

SET YOUR OWN QUOTA FOR '41

In the busy whirl between the last convention and Christmas, days have slipped by like minutes, and as we are preparing our REVIEW all is apparently in readiness for the most exciting period of the year, Opening Day. By the time you receive the REVIEW, buyers in all sections of the country will have had their first preview of the line for 1942.

Many thanks for your many fine letters giving your reactions to the conventions. A letter from Frank Raitz, dated December 21st, the shortest day of the year, says:

"At the Cincinnati convention you brought out in a splendid way the idea of the 'Thank You' post card plan. Took this idea in to one of our local high class furniture stores this morning, just showing the Al Baskin card as distributed at the convention, and right away 'Bang' an order. They were looking just for that."

Why not set a quota for yourself for 1941? Sell 100,000 post cards during the year. Our customers are worth \$100 apiece to us. New customers are worth a great deal of money to others also, and post cards will make new customers and keep old customers from forgetting.

May the New Year be full of good things for you and yours.

James R. Talcott



FOUNDER'S AWARD

**MAKE YOUR TEN-WEEK QUOTA AND WIN A
CASE OF ORANGES FROM THE FAMOUS
GERLACH GROVES IN SUNNY FLORIDA**

Years ago, Theodore R. Gerlach, prompted by the desire that his friends of the Gerlach-Barklow sales force should have the pleasure of sharing with him the delicious fruits of his Citrus Groves, established this Orange Quota Contest.

We have continued it and hope still to carry on with it as long as there is an orange tree in Florida, for this has become one of the finest traditions of our organization.

Each salesman who makes the modest quota assigned to him or her receives a case of these luscious, tree-ripened citrus fruits.

This year the Orange Quota period begins on Thursday, December 26, 1940, and continues through Saturday, March 1st, 1941.

Each salesman has already been advised as to the amount of his individual quota for this period and we believe you will agree that it's fair and just.

The list of Orange Quota Busters has become the Honor Roll of the Gerlach-Barklow organization and this year we hope to be compelled to present more oranges than ever before.

EARLY BIRDS OF FORTY-ONE

A Ten Weeks contest starting December 26th, 1940, and running to March 1st, 1941. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1939, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1939, who have not had previous calendar selling experience.

	Points
VOLUME	75%
NUMBER OF ORDERS	25%

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

Seniors	
First Prize	\$100.00
Second Prize	75.00
Third Prize	50.00
Fourth Prize	45.00
Fifth Prize	40.00
Sixth Prize	35.00
Seventh Prize	30.00
Eighth Prize	25.00
Ninth Prize	25.00
Tenth Prize	20.00
Eleventh Prize	20.00
Twelfth Prize	15.00
Thirteenth Prize	15.00
Fourteenth Prize	15.00
Fifteenth Prize	15.00
Sixteenth Prize	10.00
Seventeenth Prize	10.00
Eighteenth Prize	10.00
Nineteenth Prize	10.00
Twentieth Prize	10.00
	<hr/>
	\$575.00
Juniors	
First Prize	\$50.00
Second Prize	40.00
Third Prize	30.00
Fourth Prize	20.00
Fifth Prize	10.00
	<hr/>
	\$150.00

The following rules will govern this contest: Contest began Thursday, December 26th, and ends Saturday, March 1st. No business received in envelopes postmarked later than March 2nd will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.



THE PRESIDENT'S AWARD

**FILL THIRTY-THREE ORANGE ENVELOPES
AND WIN A NEW HAT FROM MAC**

BUSINESS REGULARITY is the big factor in successful salesmanship and it has been demonstrated that the salesman who can make a perfect score in January has an excellent start toward a successful year.

In order to encourage business regularity, President MacKeever makes a personal award of a five-dollar hat to every salesman who qualifies by writing business every day (New Year's Day included) during the period beginning on opening day, Thursday, December 26, 1940, and ending Saturday, February 1, 1941.

Enclosed with your initial sample shipment you will find THIRTY-THREE ORANGE ENVELOPES. Mail one of these each day regardless of the amount of business you do and remember that business every day during the specified period wins a dandy new chapeau from the big boss.

BLOTTERS HELP YOU MAKE YOUR B. E. D.

Use your blotter line to get orders now, as well as later in the year.

For the best, most popular—and simplest—blotter ideas, read again Pages 65, 66 and 67 of the new Yearbook. The "We enjoyed reading about you" idea is good for many, many orders. So is the old standby, "Thank You" blotters.

If you want to get an order from the service station where you buy your gas, suggest blotters or post cards for distribution to car-owners within a few blocks of the station. Use this tried and proved copy—

JUST reminding you and your friends that we want to sell you your gas and oil. We want to wash and lubricate your car. We want to do anything we can to insure your safety and comfort and freedom from driving cares and worries. If you're a customer of ours, you know this. If you're not a customer, let us prove it. We want your business—and you need our service. SO—why not come in soon?

Yes, this service station copy is as old as the hills. But there's still gold in them hills. So use it. You know it's good copy, because it has been used successfully by many service station operators.

You can present the idea effectively to a service station when you buy gas. Make it a station you have not visited before. Say, "You get a lot of business from transient, one-time customers like me. But how about the people who live nearby—your neighbors, who buy gas at a station miles away from here, simply because you do not invite them to trade with you? Send them a blotter or post card once a month. One new regular customer will more than repay the entire cost of your blotters."

1941

—

A GUAR

In at least one respect 1941 will be unlike any year in the history of the United States. **IT WILL BE THE FIRST YEAR IN WHICH A FULL TWELVE MONTHS OF PROSPERITY HAS BEEN GUARANTEED IN ADVANCE.** Never before has business faced **THAT** situation.

The only other year in which we knew **IN ADVANCE** that huge sums of money would be spent was 1918. But even in that year we had no assurance that the war expenditures might not be suddenly stopped. Neither was our spending in 1918 done at a time when non-war industries and businesses might profit from it. In that year we were operating on a "war economy"—millions of our young men were in active military service **OVERSEAS**—and we were still a debtor nation.

Today the situation is entirely different. In fact it is without parallel in the history of this or any other nation, unless we exclude the years in which Germany was rearming. Even that is not analogous because the financial set-up of a totalitarian nation is entirely different from that of a democracy. Germany paid for its armament out of money which was — and is — practically worthless outside of the Reich and its controlled territories, while we shall pay for our armament in good American money which is still the **BEST IN THE WORLD.**

To get a true picture of the remarkable situation existing today, let's examine the facts. To begin with we shall enter 1941 with the composite index of **INDUSTRIAL** activity at 121.5, which is 21.5 points **ABOVE** the same index for 1929-30. We shall enter the New Year with practically every branch of industry and business at a new all-time peak. We shall enter it after what is very probably the biggest final quarter ever reached in this country. In other words, we start the New Year from a **RUNNING START** — the fastest running start ever known.

But that's only part of the story. We know now—know **IN ADVANCE**—that the United States Government will spend at least **TWELVE BILLION DOLLARS** in 1941 **FOR** **ARMAMENT REQUIREMENTS ALONE.** In addition, we know that—unless the war is ended—Great Britain will spend in this country, or cause to be spent, **THREE BILLION DOLLARS** more.

These figures are **MINIMUM.** Yet, as you will see, they total—exclusive of Britain's buying — **ONE BILLION DOLLARS A MONTH.** And this, of course, is in addition to all of the other spending that will be done in this country by the Government and private agencies for **OTHER** purposes. As a plain matter of fact, whether or not the war continues, it is believed that many billions over and above the amounts stated will be spent in the United States for defense purposes before December 31, 1941.

Naturally it is not the purpose of this writer to argue that these huge expenditures of public money are a good thing. They are **NOT.** Money spent for armaments is money diverted from useful purposes. Sooner or later such expenditures must and always do back-fire. But, with the world situation as it is, these expenditures **MUST** be made and **WILL** be made. Therefore, if we have any sense, we will not only make the most of them, but we will also—**BY KEEPING UP NORMAL BUSINESS**—do our best to keep them from unbalancing our national economy.

Probably the best way to realize the extent of the prosperity we are now enjoying is to take the "**BUSINESS WEEK**" Index of Business Activity (not to be confused with the index of **INDUSTRIAL** activity previously quoted). In June of 1938, the "**Business Week**" Index stood at 71. Today it stands at 141. In other words, business activity has practically **DOUBLED** in this country since June 1938—thirty months ago! No such increase in the same length of time has ever before been recorded.

GUARANTEED YEAR

As we face 1941, we KNOW these things:

- (1)—That industrial and business activity is running at the highest point in our history.
- (2)—That the Christmas trade on an item, or volume, basis is the biggest ever known.
- (3)—That consumer buying power and payrolls are at the highest point ever reached.
- (4)—That retail sales are 30 per cent above the 1938 level.
- (5)—That hundreds of thousands are returning to work on private payrolls each month.

The above facts are KNOWN. The following developments are confidently EXPECTED by practically all economists.

- (1)—That 1941 will find business at the highest annual level EVER KNOWN.
- (2)—That the national income will reach close to 90 billion dollars—a RECORD HIGH.
- (3)—That unemployment will practically cease to exist, and that, on the contrary, there will develop a shortage of all types of labor.
- (4)—That, though profits will not be as great as in 1928 and 1929—prosperity will be distributed more widely, and millions more of our citizens will benefit from it.
- (5)—That the index of BUSINESS activity will hit at least 150, as compared with the 1929 high of 124.9.

These facts and indications are all interesting, but the point we wish to drive home is the CERTAINTY OF GOOD BUSINESS IN 1941. We could have the same figures we have today and still be worried if conditions were in a normal state. In fact, most industrialists, financiers, and business men would be very much worried if we started a NORMAL business year with the index at its present high level. They would know trouble

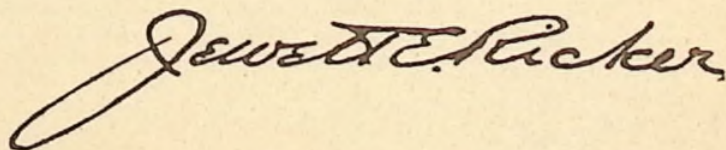
was ahead. But this time it is an entirely different story.

Congress has already appropriated the money to be spent by the Government in 1941. The people have endorsed these expenditures. In most cases—85 per cent of the cases—contracts have already been signed, sealed, and delivered. Consequently, there is no guess work about it. Industry and business enter 1941 with PROSPERITY GUARANTEED BY THE GOVERNMENT OF THE UNITED STATES. For, no matter whether the war continues or stops, THE UNITED STATES IS PLEDGED TO COMPLETE ITS PRESENT ARMAMENT PROGRAM.

1941 is the first time in all our history that we have entered a year GUARANTEED IN ADVANCE TO BE PROSPEROUS. It has never happened before. It may never happen again. All the gamble has been taken out of it. The prosperity—like a bank endorsed check—is CERTIFIED. And it is certified by the most stable guarantor in all the world—the GOVERNMENT OF THE UNITED STATES. If the money in your pocket is worth anything, this guarantee of 1941 prosperity is sound, perfect, and complete. For the same government that stands back of your money stands back of 1941's business and industry.

DRIVE THIS FACT HOME TO YOUR PROSPECTS AND CUSTOMERS. It is a tremendous sales argument—the best and most indisputable sales argument you have EVER had. For, let us repeat, NEVER BEFORE HAS A YEAR BEEN GUARANTEED IN ADVANCE. This one IS. Make the most of it!

Meantime, best wishes for a RECORD-BREAKING YEAR.





THE THOUSAND DOLLAR CLUB

During the Ten-Week period beginning on Opening Day, December 26th, and continuing through Saturday, March 1st, every salesman who writes a volume of \$1,000 or more in a single week becomes a member of the \$1,000 Club, and will receive as a prize a genuine Paragon Leather order-book cover, engraved with name.

For each additional \$1,000 week during the ten week period, a cash award of five dollars will be made.

WHAT RECIPIENTS SAY OF OUR HOUSE CALENDAR

Just a few of the thousands of fine comments received from the first mailing of our House Calendar, "Forever Yours."

FINE	Builder's Supply Co., Michigan
VERY MUCH PLEASED	Motor Company, Missouri
SURELY VERY BEAUTIFUL	National Bank, Missouri
VERY BEAUTIFUL	Funeral Director, Missouri
UP TO YOUR A No. 1 STANDARD	Mercantile Co., New Jersey
OCCUPIES A PERMANENT PLACE	Plumber, New Jersey
IT'S SWELL	Manufacturer, New Jersey
VERY LOVELY AS USUAL	Funeral Director, New Jersey
VERY BEAUTIFUL	Refrigeration Service, N. J.
YOU CERTAINLY HAVE THE GIRLS	Seed Grower, New Jersey
I LIKE IT A LOT	Funeral Director, New Jersey
VERY BEAUTIFUL	Coal Dealer, New Jersey
SWELL	Auto Dealer, New Jersey
IT IS VERY BEAUTIFUL	Insurance Agent, New York
VERY BEAUTIFUL	Coal Dealer, New York
FINEST CALENDAR THIS YEAR	Hardware Dealer, New York
EXCELLENT AND BEAUTIFUL	Coal Dealer, New York
ESPECIALLY FINE	Lumber Dealer, New York
VERY MUCH APPRECIATED	Marine Supplies, New York
A BEAUTIFUL PIECE OF WORK	School, New York
BEAUTIFUL AS USUAL	Silk Importer, New York
VERY BEAUTIFUL. THANKS	Jeweler, New York
GREATLY APPRECIATED	Foundry, Ohio
A BEAUTIFUL CALENDAR	Air Conditioning Co., Ohio
VERY CHEERFUL	Auto Dealer, Ohio
APPRECIATED	Contractor, Minnesota
WONDERFUL	Builder, Michigan
VERY BEAUTIFUL	Buick Dealer, Pennsylvania
NICEST WE'VE SEEN	Cleaner and Dyer, Washington
BEAUTIFUL—PLEASED TO HANG IT	Insurance Agent, Michigan
VERY BEAUTIFUL INDEED	Newspaper Agency, Indiana
VERY ATTRACTIVE	Real Estate, Michigan
VERY FINE	Engraver, Illinois
IT IS VERY FINE	Insurance Agency, Iowa
VERY CHARMING	Real Estate, Massachusetts
SHE'S VERY PRETTY	Gift Shop, Arkansas
VERY BEAUTIFUL. THANKS	Funeral Director, N. H.
VERY FINE CALENDAR	Building & Loan, Oklahoma
ANOTHER G-B TRIUMPH	Insurance & Real Estate, N. J.
VERY ATTRACTIVE AS USUAL	Machinery Manufacturer, Va.
A LOVELY CALENDAR	Business College, Indiana
VERY BEAUTIFUL CALENDAR	Chemical Manufacturer, Pa.
A WORK OF ART	Clothier, Indiana
BEAUTIFUL BEYOND WORDS	Cleaner, Ohio
VERY NICE AND APPRECIATED	Service Station, Colorado
MUCH APPRECIATED	Steel Company, California
VERY ARTISTIC AND COLORFUL	Lumber Company, California
IT'S A BEAUTY	Peanut Products Co., Georgia
BEAUTIFUL—THANK YOU	Realty Company, California
IT'S GORGEOUS	Neon Sign Co., Indiana
THANKS FOR LOVELY CALENDAR	Real Estate, California
VERY ATTRACTIVE	Business College, Virginia
BETTER EVERY YEAR	Coal Dealer, Missouri
UNUSUALLY ATTRACTIVE	Service Station, Kansas
ALL CRANDELL CALENDARS ARE BEAUTIFUL	Insurance Company, Iowa
BEAUTIFUL CALENDAR	Saw Manufacturer, Mass.
IT'S IDEAL	Trust Company, Massachusetts
WE LIKE IT	Hospital, South Dakota
O. K.	Brewery, New York
THE BEST ONE EVER	Finance Company, Missouri
FINE	Garage, Illinois

HERE'S HOW SUCCESSFUL G-B SALESMEN SELL GERLACH-BARKLOW INDOOR BILLBOARDS

This sales presentation is based on the experience of several of the best salesmen in the business. We don't claim it to be 100% perfect. You may have ideas and methods that will improve it, but we believe that if you will study it, learn it word for word, learn to tell the story of jumbo advertising with confidence and enthusiasm—and use it every day—you will add many dollars to your year's earnings. And in doing so you will gain that domination of your territory which nothing but extensive jumbo sales will bring about. Nothing so discourages your competitors as hundreds of your jumbos hanging everywhere.

The presentation is worded in more or less general terms that can, with a few alterations, be made to fit any prospect in the retail field. Talk in terms of your prospect's particular business whenever possible and suggest a subject and a slogan to fit.

Nothing is said in it about suggesting other parts of the line either after the sale is made or in case of a turndown. Many times a jumbo presentation can lead to a sale of small rolls, or home calendars or greetings or leather.

Approach—Work out your own, which will naturally depend on circumstances. Ask your prospect's permission to talk to him for about five minutes about his advertising, and then start out as follows:

"Mr. Williams, your problems in building your business are in many ways just the same as the problems of the big advertisers like Lucky Strike Cigarettes, Coca Cola, Maxwell House Coffee, Palmolive Soap, and the rest of them. I mention them because they have used advertising so successfully and because they wouldn't be spending so much money in certain advertising mediums if they didn't know what they were doing.

"Just as they do, you have a certain market area in which you can sell. Of course you have it easier in that respect; they have to cover the whole country while your market is right here in ——— and the surrounding territory. In it there are a certain number of people who are prospects for what you are selling. Some of them are buying from you now; some are buying from somebody else; some aren't in the market yet, but will be.

"If in your judgment you have a real service to offer, your advertising problem, just as theirs is, is to get across to the prospects in your market—what? Just this: Williams and Company is the place to buy insurance (or whatever your prospect is selling). Tell that to as many

prospects as you can, as often as you can, and as effectively as you can; make them think 'Williams & Company' when they think insurance. If you do a good enough job, what happens? You hold your present customers. Many people that are buying from the other fellow are eventually going to come to you. And those who aren't in the market yet will come to you when they are.

"Now, how to do the job best, at the lowest cost! There are several ways, but here is one of the most effective and inexpensive.

Hang up sample, then turn to your prospect and say:

"This is an indoor billboard. It is scientifically designed to do the same job the big national advertisers are doing with their billboard advertising and their big electric signs. We put on a calendar pad so it will be useful, so it will hang up in stores and offices and other public places where your message will reach practically every man, woman and child in your market area many times in the course of a year. Here are the electric lights—a picture that cost us in the neighborhood of \$1,000 to reproduce, the kind that draws, forces attention. Right underneath the lights we'll put your name and your message. There's a good tie-up with the picture. We can put right here (suggest slogan and copy). Of course you can have anything you want.

"I should say there are at least fifty good places where you can hang these indoor billboards, Mr. Williams. Each one contains seven square feet; that means three hundred and fifty square feet of advertising space that money probably couldn't buy in any other way. Each billboard will force your message across dozens of times a day—
'Williams & Co. is the best place to buy insurance.'

"Hang one in the butcher shop, and you will force Mrs. Brown and Mrs. Smith and Mrs. Jones to think of you even when they are buying the meat for dinner. Hang one in the barber shop and you force Mr. Brown and Mr. Smith and Mr. Jones to think 'Williams & Co.' and 'insurance' while they are getting shaved. Multiply this by the number of billboards and you get the idea of what this advertising means. Let's suppose, for example, that an average of only ten people a day see each sign. That's more than conservative; the average should be twenty-five or more; but let's say it's only ten. In a week your fifty signs will have registered your message 3,000 times.

(Multiply out on paper for him 10x6 days—leave out Sunday—x50 equals 3,000.) In a year you'll put across 150,000 times 'Williams & Co.—the best place to buy insurance.'

"You've put it over in a more effective way than you could in any other medium, because you've said it not only with words, but with COLOR and a PICTURE. And the entire cost, color, picture, wallspace and all—is less than 15c a day. (Multiply out for him 15x365 equals \$54.75. Then under it put down the actual price of fifty jumbos."

'42 BILLBOARD LINE IS THE BEST EVER

"THE LINE IS SIMPLY TREMENDOUS," said a G-B veteran salesman at the St. Louis Convention. Then he went on to say that he meant not only tremendous in size alone, but in beauty and advertising value—big in POWER.

It will interest you to know that The Gerlach-Barklow Indoor Billboard line stands head and shoulders above any other line in the field.

Spend an evening with your Billboard samples and you'll realize the truth of our statement that it's "THE BEST EVER" not alone in size but in beauty and quality—and of even greater importance, in selection of subjects designed especially for advertising purposes.

And again we call your attention to the advertising copy shown on your Billboard samples. This copy advertises the Gerlach-Barklow Company, but is broad enough in its application to suit almost any line of business or profession. Here's a suggestion—Make a list of known prospects, writing after each name the subject and advertising copy that you would employ if you were the buyer. Armed with this list, you are equipped to present definite ideas to your prospective customers with the assurance that you can win their attention, their interest—and in a goodly number of instances, the order as well.

DEAR MAC:

This is just to thank you, Jim and Ernie for the wonderful and educational time at convention and this takes in the whole G-B organization.

The line is beyond criticism and I left St. Louis absolutely satisfied that the line was the best, the convention the best and prospects for 1941 the best in years—let the year however speak for itself.

God willing, I will have the best year in years.

Sincerely,

A. A. MULDREW.

P. S.—Am opening the line in A. M.—thanking for further enthusiasm.

TO ALL YOU LOYAL G-B FOLKS AT HOME

You HAVE done your part. Now it's up to me and I'm raring to go, I'll give you my best—that's a promise.

Merry Christmas—'41 will be the one.

God bless you all,

Yours,

GOTTERMAKEIT ART VORES.

NEW MONTHLY SERVICE SERIES WILL BE SAMPLED FEBRUARY 1st

After the early selling season with the 1942 calendar line, several new monthly service series will be sampled to help you maintain your pace.

Proofs of most of the new ideas were presented at the conventions. But that was a PREVUE. The new items are not to be sampled until February 1st.

We are printing the new series now, but only a few are off the press. Therefore, please do not ask for samples. Requisitions calling for new direct-mail items will be disregarded.

If you have a definite prospect who must see one of the new series before February 1st, write to Bill Ricker. Samples will be sent along if possible.

On February 1st, the complete, finished samples will be ready. The new picture series will be displayed to best advantage. Please wait for the regular samples.

Series in preparation, which will be sampled February 1st, are as follows:

BRAINY BOW-WOWS—prints and blotters.

BRIGHT BOUQUETS—prints, blotters, post cards.

KIDDIES, Inc.—prints, blotters, post cards.

OUR AMERICA—prints and blotters.

MAILING CARDS—Classes A-11, A-12, D-3.

CONSISTENCY SPELLS SUCCESS IN ADVERTISING

As every salesman knows, Gerlach-Barklow are pioneers in Safety First campaigns and while other concerns have attempted to imitate our campaigns, the fact remains that their efforts are but poor imitations of our especially designed and painted Safety subjects.

Select the right sponsor for your Safety First campaign and then be sure to sell the complete campaign—small art mount and deluxe calendars for the home, small hangers for offices, larger hangers for stores and other semi-public places, and Indoor Billboards for factories, shops and public places. By "The Right Sponsor" we mean an individual or a concern that is mentally and financially equipped to be a leader in this great Safety First movement and a line of business whose advertising will be acceptable to industrial or educational concerns or enterprises. Such a concern becomes a constant customer.

G-B also Pioneered the Bluebird Calendar

Most salesmen already know this and many of you have certain regular customers who continue to buy these adorable Bluebird subjects year after year. All of our Bluebird subjects have been beautiful and all have been well received by the buying public, but the Bluebird picture in the '42 line is a masterpiece and will sell itself if you will SHOW it and explain to the buyer the value of a consistent Bluebird campaign with a consistent followup year after year.

Bradshaw Crandell Originals Are Exclusive

Crandell has achieved a reputation as the acknowledged leader in portraying feminine grace and beauty and while he paints for magazine covers and for advertising posters, his work is exclusive on calendars in the Gerlach-Barklow line.

Crandell's Girl and Parrot series grows in popularity each year and we have on our books hundreds of advertisers who buy these attractive Girl and Parrot subjects consistently year after year because they recognize the fact that consistency in advertising is the secret of success in advertising.

DEAR ERNEST:

I arrived home and found everything O. K.

I can't wait to get my new samples in and look them over again. I honestly do believe we have the best all-around line for 1942 we have had since I have had the pleasure of working with Gerlach-Barklow.

I am well pleased and hope to go out December 26th and begin the biggest year of my time.

Thanks for everything.

SAM HAYNES.



COPYRIGHT
THE GERLACH-BARKLOW CO.
JOUET, ILL., U.S.A.

A LONG LIFE AND A HEALTHY ONE

The Milk We Sell Keeps Little Folks Well

THE A. S. HARTMAN DAIRY CO.

A Bottle of Milk Is a Bottle of Health

1940		DECEMBER						1940
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31	-	-	-	-		

**IT IS AN IMPORTANT EVENT
IN OUR LIVES WHEN WE
MAKE A FRIEND, BUT IT IS
AN ACCOMPLISHMENT TO
KEEP ONE.**

*Good Will Advertising makes new friends and
keeps old friends from forgetting.*

(Thanks to J. L. Morrissey)